

Applicants: Sivakumar Muthuswamy et al.
Appln No.: 09/472,927
Filed: 12/27/1999
Page 2 of 9

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

In the Claims:

1. (Currently amended) A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site;
[and]

at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to cursor placement and time relative to movement on a specific defined space on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space where the interaction data is computed using a metric algorithm from a combination of at least one position tracking interaction parameter selected from the group consisting of:

the number of times a defined space has cursor input focus;

the frequency of cursor entry and exit of a specific defined space; and

at least one time tracking interaction parameter selected from the group consisting of:

length of time the cursor is inside a specific defined space;

average length of time between loss of cursor input focus of the defined space and regain of cursor input focus of the defined space; and

the total length of time the cursor is inside a specific defined space between loading and unloading of display area of the interacted network site within the browser; and

wherein the position tracking interaction parameters are measured using one or more cursor position tracking event handlers available in the user computer and the time tracking interaction parameters are measured using at least one timer event available in the user computer.

Applicants:
Appln No.:
Filed:
Page 3 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

2. (Original) The system of claim 1, wherein: the network is the Internet; and the network site is a website.

3. (Original) The system of claim 2, wherein the user computer records the interaction data by execution of a program in JavaScript.

4. (Original) The system of claim 2, wherein the user computer transmits the interaction data to the server hosting the defined space at the conclusion of the interaction between the browser of the user computer and a website.

5. (Original) The system of claim 1, wherein the user computer records interaction data including frequency of the cursor placement on a specific defined space.

6. Previously canceled.

7. (Currently amended) A method for measuring user interaction with a defined space on a network site hosted by a server on a network, each network site including a display area that has one or more defined spaces where each defined space has a predetermined area on the display area, the network further having at least one user computer in communication therewith including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, the method comprising the steps of:

interacting with a network site through the browser on the user computer;

selectively recording interaction data on the user computer relative to cursor placement and time relative to movement on a specific defined space on the display area of the interacted network site where the interaction data is computed using a metric algorithm from a combination of at least one position tracking interaction parameter selected from the group consisting of:

the number of times a defined space has cursor input focus;

Applicants:
Appln No.:
Filed:
Page 4 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

the frequency of cursor entry and exit of a specific defined space; and
at least one time tracking interaction parameter selected from the group consisting
of:

length of time the cursor is inside a specific defined space;
average length of time between loss of cursor input focus of the defined
space and regain of cursor input focus of the defined space; and
the total length of time the cursor is inside a specific defined space
between loading and unloading of display area of the interacted network
site within the browser; and

wherein the position tracking interaction parameters are measured using one or
more cursor position tracking event handlers available in the user computer and the time tracking
interaction parameters are measured using at least one timer event available in the user
computer; and

transmitting the interaction data to the server hosting the defined space.

8. (Original) The system of claim 1, wherein the defined space is a web page of a website.

9. (Currently amended) A method for measuring user interaction with a defined space on a network site hosted by a server on a network, each network site including a display area that has ~~[one or more]~~ at least one defined space[s] where each defined space has a predetermined area on the display area, the network further having at least one user computer in communication therewith including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, the method comprising the steps of:

interacting with a network site through the browser on the user computer;

selectively recording interaction data on the user computer relative to cursor placement on a specific defined space on the display area of the interacted network site; where the interaction data is computed using a metric algorithm from a combination of at least one position tracking interaction parameter selected from the group consisting of:

Applicants:
Appln No.:
Filed:
Page 5 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

the number of times a defined space has cursor input focus;
the frequency of cursor entry and exit of a specific defined space; and
at least one time tracking interaction parameter selected from the group consisting of:

length of time the cursor is inside a specific defined space;
average length of time between loss of cursor input focus of the defined space and regain of cursor input focus of the defined space; and
the total length of time the cursor is inside a specific defined space between loading and unloading of display area of the interacted network site within the browser; and

wherein the position tracking interaction parameters are measured using one or more cursor position tracking event handlers available in the user computer and the time tracking interaction parameters are measured using at least one timer event available in the user computer;
and

transmitting the interaction data to the server hosting the defined space.

10. (Original) The method of claim 9, wherein:

the network is the Internet; and

the step of interacting with a network site through the browser on the user computer network site comprises interacting with a website through the browser on the user computer.

11. (Original) The method of claim 9, wherein the step of selectively recording interaction data on the user computer relative to cursor placement on a specific defined space on the display area of the interacted network site comprises selectively recording interaction data on the user computer relative to cursor placement on a specific defined space on the display area of the interacted network site through execution of a JavaScript program on the user computer.

12. (Original) The method of claim 9, wherein the step of transmitting the interaction data to the server hosting the defined space comprises transmitting the interaction data to the

Applicants:	Sivakumar Muthuswamy et al.	Examiner:	Gravini, Stephen Michael
Appln No.:	09/472,927	Group Art Unit:	3622
Filed:	12/27/1999	Atty. Docket:	CM01363L
Page 6 of 9			

server hosting the defined space at the conclusion of the interaction between the browser of the user computer and the interacted network site.

13. (Original) The method of claim 9, wherein the step of selectively recording interaction data on the user computer comprises selectively recording interaction data on the user computer relative to frequency of the cursor placement on a specific defined space on the display area of the interacted network site.

14. (Original) The method of claim 9, wherein the step of selectively recording interaction data on the user computer comprises selectively recording interaction data on the user computer relative to the duration of the cursor placement on a specific defined space on the display area of the interacted network site.

15. (Currently amended) A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site; and

at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to a location of a cursor on a display area and the duration upon which the cursor is left at the specific location on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space; and where the interaction data is computed using a metric algorithm from a combination of at least one position tracking interaction parameter selected from the group consisting of:

the number of times a defined space has cursor input focus;

the frequency of cursor entry and exit of a specific defined space; and

Applicants:
Appln No.:
Filed:
Page 7 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

at least one time tracking interaction parameter selected from the group consisting of:

length of time the cursor is inside a specific defined space;
average length of time between loss of cursor input focus of the defined space and regain of cursor input focus of the defined space; and
the total length of time the cursor is inside a specific defined space between loading and unloading of display area of the interacted network site within the browser; and

wherein the position tracking interaction parameters are measured using one or more cursor position tracking event handlers available in the user computer and the time tracking interaction parameters are measured using at least one timer event available in the user computer.

16. (Previously added) The system of claim 15, wherein the network is the Internet; and the network site is a website.

17. (Previously added) The system of claim 15, wherein the user computer records the interaction data by execution of a program in JavaScript.

18. (Previously added) The system of claim 16, wherein the user computer transmits the interaction data to the server hosting the defined space at the conclusion of the interaction between the browser of the user computer and a website.